



Advanced Advertising System

The Advanced Advertising System is presented to you as a Guideline only. The points contained within the Advanced Advertising System have been designed to ensure you consider the vital elements of building a successful advert. It is essential that you consider these points carefully before you provide us with your advert material. Once we have received your advert material our design and marketing team will liaise and consider the essential elements of the Advanced Advertising System in relation to your advert and then proof it back to you for any adjustments and final approval prior to print.

Advanced Advertising System

This system is designed to make your print media work...

“ Obviously it will only work if you have selected the correct publication. Targeted publications will usually be far more cost effective than the dailys, however it pays to shop around. ”

The following pages will ask you some simple yet effective questions, and provide some useful techniques and information that will make your advertising work. Once you've answered them and gathered as much information as possible we can then start working together on getting your ad ready. This is a simple system that will take you approximately 50 minutes to complete. This could be the difference between your ad being a cost, or an investment. A good ad can be run for years and make you literally thousands of dollars. So please take the time and think about the following carefully.

- 1** What is the solution that you or your product provide?

- 2** What is the biggest fear about using your product or industry?

- 3** What is the biggest frustration about your industry? eg. waiting in queues, rubbish removal - leaving a mess, plumbers always being late, used car sales people - pushy, dodgy etc.

- 4** Try making some or all of your ad look like advertorial - people buy newspapers for the editorial not the ads. Consider making it a similar look to the publication you're going in. People are more likely to believe what appears to be written by a journalist but are skeptical about ads. People are 5 times more likely to read what is (or looks like) an editorial article, than that which is obviously an ad.

- 5** Full page ads may be broken into 2 or 3 parts. An ad and an advertorial. (either 2 ads and advertorial, or 1 ad and 2 parts advertorial). Use headlines and sub headlines. Use drop quotes in the advertorial.

- 6** Advertorial should be written in the third person. The ad should be written in the present tense.

- 7** Use short sentences. Keep it simple and basic. Write as though a 13 year old could comprehend.

What do you offer?

This is one of the most important parts of your ad...

“ The right offer can increase your response by up to 300%. ”

If you don't have an excellent offer, chances are you'll be wasting your time and money. People who offer 5% or even 10% discount, will seldom know if their ad has been seen by their target audience. My rule of thumb is to offer too much rather than too little, and then you'll know if the publication works. In your next set of ads you can reduce the offer, but at least you've eliminated one variable - the publication.

- 1 Think of your offer as buying customers, even if you think you're giving away too much - how much will you make out of them if they're a client for life...? That's even without their referrals.
- 2 What can you offer FREE of charge - place a value on it and show it.
- 3 The offer has to be meaningful to your client and limited either by quantity or time. If using quantity use an odd number - it's proven this has a better response. You need a call to action now!
- 4 Don't discount - instead offer an extra service, or 50% off your second purchase, or 2 for 1.
- 5 Include vouchers from a related industry - “\$97 worth of vouchers included”.
eg selling a computer with vouchers for software.
- 6 Can you offer a package deal?

Headlines

“ Don't think that those millions will read your ads to find out if your product interests them. They will decide by a glance - by your headline ” - Scientific Advertising, Claude Hopkins

- 1 **The headline is the ad for the ad.** People will skim each page, so you have about 2 seconds to get their attention, and that's through the headline. Offer a benefit.

- 2 **The headline and the offer are possibly the most important parts of your ad** - spend a lot of time on these things until you get them right. If your ad doesn't work, re-work these parts.

- 3 **I've run the same ad, with different headlines,** in the same paper, and received 8 responses from 1 ad, and 137 from another. The only difference was the headline. A headline can give you up to 19 times more response.

- 4 **The headline should be prominent,** make it stand out in relation to the rest of the advert copy.

- 5 **Don't be afraid to use long headlines** - often they can work better if the correct wording is used.

- 6 **Make the headline newsworthy** - consider using a similar style to the mag or newspaper.

- 7 **Spark curiosity** the same as newspapers do.

- 8 **Save money or time,** provide a solution. Show the benefit of making life easier or faster. Give the solution in your headline. Be specific with numbers.

- 9 **Qualify the readers.** If you are trying to attract affluent investors, say so. Don't waste their time or yours with general headlines.

- 10 **Use question headlines** - eg “why are more people clicking on www.myjobspace.co.nz?”
But headline questions that can't be answered with a yes or no work even better.
For example “Do you know these 7 reasons for investing in luxury property?”

★ See page 6 for some examples of headlines and starters

“ Every action that people do is to avoid pain or gain pleasure. Focus on these basic principles. ”

- 1** **What image are you trying to portray?** Budget, blue chip - maintain this throughout the ad, and your entire business.

- 2** **If you use photos, try using captions** underneath as these can be the most read parts of the ad.

- 3** **Your first paragraph needs to capture.** This is almost as important as the headline. If you don't make it exciting or interesting you'll lose them here. Use the first paragraph to focus on the main benefit, and then expand on the other benefits.

- 4** **Who is your target audience?** Write all copy as if you're talking to one of your existing clients. Actually visualise one, and then write it as though you were talking to him/her, face to face. Use the same language, phrases, slang etc, and keep the sentences short. This will be different for every company and every industry.

- 5** **The ad is designed to sell.** Nothing more. It's not your job to make people laugh, leave that to your competitors and the cartoons.

- 6** **Be specific** with the service that you provide - give examples.

- 7** **Do you have photos** of what your product or service can do - the end result. Before and after pics?

- 8** **Do you have testimonials** - it doesn't matter how old they are. Use about 2 or 3, but don't use the whole letter, just the key sentences, or part sentences. In addition, have a full page or booklet available to clients who may want to see more.

- 9** **Get them emotional** - build on their current frustrations then paint the picture of using your product or service and how life would be without your product or service.

- 10** **Provide a guarantee.** This is very powerful. What is the biggest fear about your industry. Guarantee this won't happen.

- 11** **What other services / warranties do you supply?** Do you provide something that your competitors do as well, but what most of your target market doesn't actually know? For example, a 87 point check for a service for your car, 27 safety features for a new car, your beer has been filtered 23 times, all seafood is delivered fresh each day... Some of these things you and your competition may take for granted - but do your clients know?

- 12** **Consider a photo** of you and/or your team.

- 13** **Be specific** - give exact numbers, and where possible use odd numbers, they generally work better.

- 14** **Cheat** - look at the competition in your city, and other cities around the world. Copy their promos, ideas etc It doesn't even have to be your industry - use ideas from anywhere.

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Bodycopy Continued

- 15** **Give expert advice** in the ad or ask them to phone for a brochure - make yourself the expert, and people will trust you and your company. Although you must know what you're talking about.
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- 16** **Focus on benefits not features** - what are all the benefits that your customers will get?
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- 17** **Anticipate** any questions and answer them.
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- 18** There is an old saying **the more you tell, the more you sell**. But remember to keep it simple.
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- 19** **What other information** do you think is essential for your new client to call you?
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- 20** **Show credibility** - how many clients do you have, what awards have you won, what associations you belong to - how did you get these, keep these, or maintain these?
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- 21** **State your point**, reiterate it, and then encapsulate it.
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- 22** **How do people contact you?** Phone, post in for a brochure, email, www, etc. Include the offer again.
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- 23** **What are people going to miss out on** if they don't respond now - tap into their emotions again.
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- 24** **Do you have a script** for your staff when people reply to this ad - either by phone, email, or walk into your place of work?
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- 25** **One final check** to see if your ad is starting to look ok, is to run the old AIDA test. **Attention (headline), Interest (benefits), Desire (emotions), Action (easy step by step).**

“ These points were designed to get you thinking. Not every element will need to be in the ad, but once you've gathered as much information as possible you can now start eliminating some. One final point is please test and measure every ad. This is critical. Each ad should work, but each ad won't. Even the best copywriters get it wrong. If it doesn't work change the offer, the layout or the headline. ”

If you think you've covered each of these points then your ad is ready for the designers.

Here are some examples of headlines...

- How some people make money in their sleep.
- 7 reasons why you should buy from me.
- 30 day home trial on all furniture.
- Have you tried these 7 steps to recruit the best?
- Want to be in management?
- How to write ads in 15 minutes.
- Discover what the wealthy already know.
- Save up to 21% on your booze and we'll deliver free.
- Why this copier will give you more copies for less money.
- Announcing the latest laptop that will make education fun.
- The truth and lies about getting rich.
- 4 types of investors - which one are you?
- Are you time poor, but do your own cleaning?
- Here's 7 ways to get that promotion.
- Take this 3 minute test to see if you qualify for an instant loan.
- FREE Brochure - tells you how to select an investment property.
- Attention. All those that want to retire early.
- How to overcome the fear of giving a speech.
- A little mistake that cost a small company \$8,756.00
- Why your bank won't show you this.
- How I improved my typing speed in one day.
- Everywhere Managers are raving about this...
- Profits that are hidden in your business.
- Free - valuation, landscaping, heating system.
- Now you can buy property, no money down.
- At last - announcing a new subdivision!
- Don't buy property until you've read this.
- "New property division a first of it's kind", - says property expert.
- FREE \$235 business analysis, money back guarantee, plus 9 more reasons to call us first.
- Here's how to stop that back breaking gardening and get your weekend back.
- 9 foods you should never eat.
- 5 ways to fast track your wealth.
- Attention home owners: All carpet cleaners are not the same.
- "The 5 crazy things carpet cleaners do that drive everyone crazy", and how Clean Carpet solves this instantly.
- Do you know who you're sleeping with - steam clean your bed.
- Dinner delivered to your door for less than \$5 a meal.
- Dinner in your underwear and no dishes.
- Don't eat until you've read this.
- Outrageous entrepreneur vows to give all this town's resident's a free dinner in celebration of his birthday.

Other key words to be considered are:

Free, You, Proven, New, At Last, Wanted, Results Guaranteed, Save, Attention!

Some starters are:

Here's how...

Here's why...

How to...

How you can...

You...